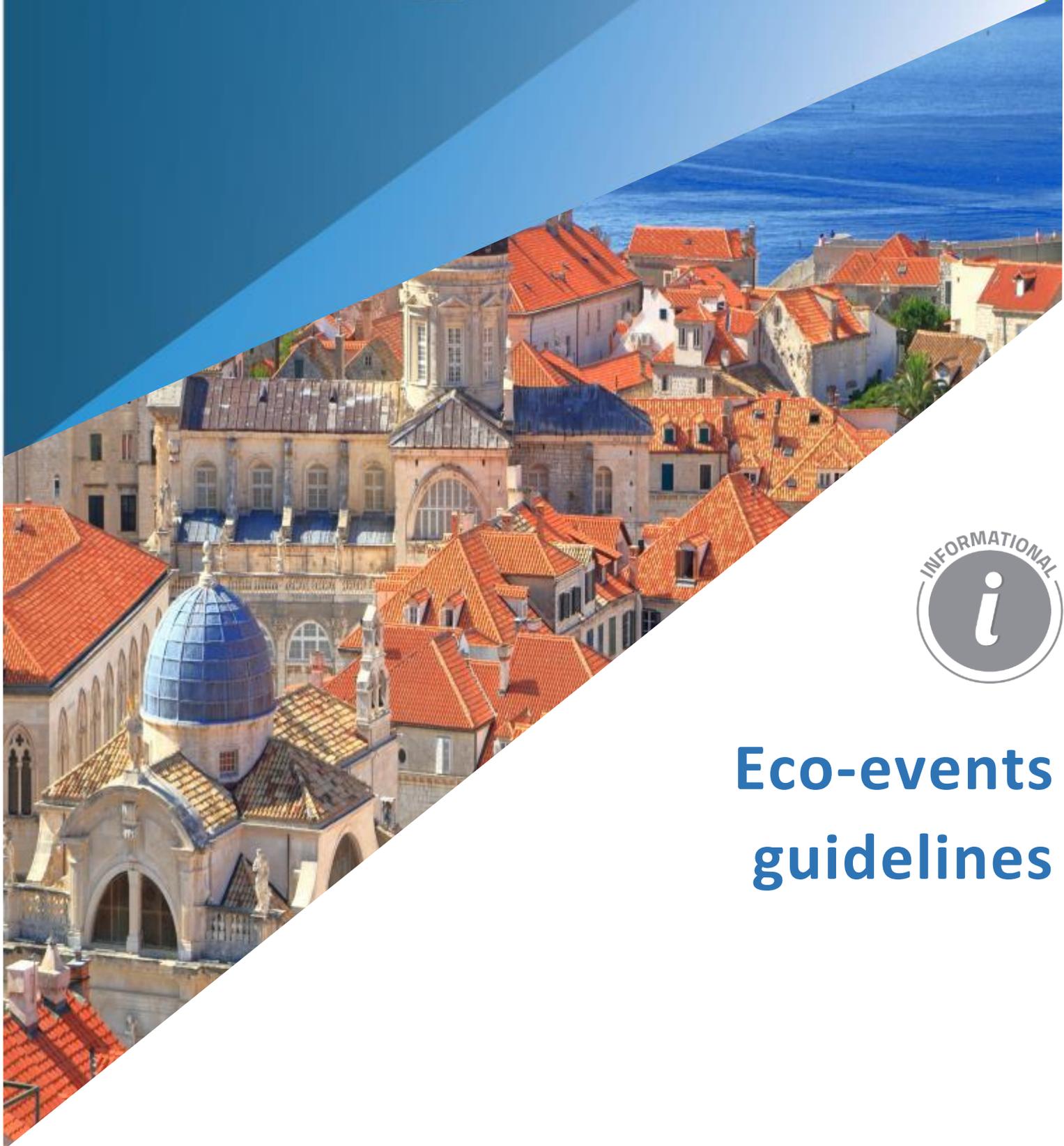




**URBAN  
WASTE**  
URBAN STRATEGIES FOR  
WASTE MANAGEMENT  
IN TOURIST CITIES



# Eco-events guidelines

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 690452-2





# Eco-events guidelines

## What is the measure about?

### Description and scope of the measure

The organization of major touristic events, such as music and arts festivals, sports tournaments, or public conferences causes problems in terms of waste management and litter production. Having an eco-friendly approach and green policy when organising an event, thereby called “eco-event”, is a way to mitigate the impacts due to waste production during major events.

More and more municipalities and local authorities create their own guidelines and charters that can be facultative or mandatory, in order to help and encourage organizers of events to be more environmentally responsible.

Regarding waste, the main issues to be addressed from the conception of the event until its dismantling are:

- **prevention**, by taking as many actions as possible to reduce the sources of waste production from the visitors and the enterprises and professionals participating to the events
- **management**, by planning adequately the waste management of the residual waste and recyclable waste fractions during the event
- **reuse, recycling and recovery**, by ensuring that all the collected waste fractions are afterwards adequately treated

In order to address these issues, several means and tools should be used, such as:

- an efficient internal and external communication with the professionals and the visitors participating giving clear information on the waste management during the event and raising awareness on the impacts of waste production
- the integration of the objectives regarding waste prevention and management in the call for bids to select the private companies participating to the events
- the identification of the type and quantity of waste possibly produced during the event and solutions to decrease the several waste streams
- the organisation of an adequate logistic scheme for waste management during the event (including in the setting up and dismantling phases of the event)

To be as efficient as possible, the waste prevention and management scheme should be defined at the earliest possible stage of the event organisation. It should also be coherent with the local context (available treatment facilities in the area, regulations, etc.).

Examples of actions to include in guidelines for eco-events

The two following actions are essential for a successful waste management during an eco-event:

- establishing a dedicated staff or team of volunteers responsible for checking the waste management scheme (quality of the sorting, state of the bins, etc.) and informing the visitors on the specific waste management during the event
- organising an important communication campaign with adequate signaletic, clear instructions, visible bins and awareness raising on sustainable waste management

Other key actions are listed below by category:

- Waste prevention & reuse
  - promotion of tap water through the installation of drinking fountains
  - provision of reusable cups (eco cups) with a deposit system: some municipalities and local authorities lend reusable cups for the organizers of events
  - provision of reusable dishes and loan of mobile dishwashers
  - use of paper-free communication as much as possible
  - selection of useful and reusable products and goodies
  - establishment of partnerships between the organizers, non-profit associations and specialized enterprises of the reuse of bulky waste (furnishment, scenic design elements)
- Litter
  - communication on litter production and impacts (awareness messages, diffusion of videos)
  - provision of ashtrays and distribution of pocket ashtrays
  - ban of plastic bags and inflatable balls
- Waste sorting and recycling
  - communication with the local authority/waste department and waste management company in charge of waste collection and management to plan the waste management scheme of the event
  - installation of sufficient number of bins well located to collect residual waste and recyclable fractions (using the same colours as the ones used for the local authority's waste collection system)
  - training of the staff in charge of the waste management during the event
  - informing the participants on the solutions for waste sorting during the event and implementing a clear and visible signaletic for the sorting bins

- on-site composting of biodegradable waste if possible
- avoiding food waste through partnerships with charities to donate edible food non-consumed
- avoiding food waste by using informative posters at food stands to remind people not to buy too much food, for instance
- Call for bids for private companies/participants with environmental obligations:
  - green purchasing policies (see below)
  - obligation of waste sorting
  - donation of non-consumed edible food or reusable furniture/goods to charities
- Green purchasing policies (applicable for the organizers as well as the private enterprises and professionals participating)
  - avoid over packaged or single-use products
  - avoid drink bottles and cans and prefer drink dispensers
  - use of biodegradable dishes (when a composting option is possible and no reusable dishes option)
  - use of reusable products instead of disposable products
  - use of recyclable products when reusable option not possible
  - use of deconstructable facilities instead of destructible ones
  - use of eco-designed materials including recyclable elements

### **Integration in a waste management plan**

These guidelines or charter for the organisation of eco-event can be included in the prevention plan of the waste management plan. For example, the city of Paris has made guidelines for the organization of eco-events that the organizers of events must sign and follow in order to obtain the right to use public land.

## How to implement this measure?

### Economic aspects to consider and potential solutions for the financing of the measure

#### Costs

- If the service of developing the guidelines is carried out by the municipality or local authorities, the cost would be related to the regular salary of the employees. However, if this service is subcontracted from a company or organization, the organizer of the event would incur in these expenses.
- Printing costs, in case that these guidelines are intended to be physically distributed.
- Dissemination or promotion related costs of guidelines developed, so that the event organizers are aware of the availability of this guidelines.

#### Costs savings

- The proper implementation of eco-events guidelines would implicate a reduction on the amount of waste generated during a given event. Therefore, the amount of waste to be treated by incineration or to be landfilled is reduced accordingly. In EU the average cost of these alternatives are<sup>1</sup>:
  - Incineration of residual waste: 64€/ton
  - Landfilling residual waste: 56€/ton

### Type of stakeholders to involve

To be as relevant and adequate to the local context and current practices as possible, the guidelines should be drafted together with the following type of stakeholders:

- Municipal government and local authorities in the area of implementation
- Waste management department of local authorities
- Waste management company/local authority in charge of municipal waste collection
- Private companies operating in the field of waste management (in particular for the collection of specific waste fractions not collected by the entity in charge of municipal waste collection)
- Public and private organizers of events and associations of events organization
- Professionals and businesses providing services for events
- Associations and charities acting for environment protection, waste prevention, food donation, reuse, etc.

---

<sup>1</sup> Source : IPCC ([https://www.ipcc.ch/publications\\_and\\_data/ar4/wg3/en/ch10s10-4-7.html](https://www.ipcc.ch/publications_and_data/ar4/wg3/en/ch10s10-4-7.html))

## Description of the operational steps to follow

This measure should be initiated by the municipality or other local public or non-profit organizations, but also directly by the event organizers. The following steps should be followed to draft the guidelines for the organisation of eco-events:

- identification of the available existing material and the potential material to purchase (reusable dishes, ecocups, mobile dishwasher, signalitic signs, reusable furniture, etc.)
- identification of the local events to target through the guidelines
- contact of the stakeholders to involve for the creation of the guidelines
- organisation of workshops and working groups to identify with the actors involved in events organisation:
  - the main produced waste streams in quantity and composition
  - the existing practices regarding waste prevention and management during events
- organisation of workshops and working groups to present
  - possible solutions for waste prevention and reduction and a better waste management during events
  - the content of the guidelines and their legal status (mandatory, partially mandatory, on a voluntary basis)
- validation of the guidelines by testing them with the organization of one or several events following the guidelines before implementing them in the whole area of implementation of the measure
- regular working groups to update the guidelines and obtain results and feedback

## Gender aspects to consider

Ensure gender balance of those developing the idea in the staff. Pay attention to the identified charities and if they benefit women at least equally as men. If women are involved in identifying charities, then this could empower them.

## Examples of good practices

- In the City of Copenhagen (Denmark), an initiative about “less disposable cups” has been in place since 1998, promoting the use of recyclable cups for all kinds of beverages served within the Tivoli amusement park. Thanks to this measure, which could be applied in festivals and campsites, cups are returned to vending machines that return the deposit to the guests. The cups are washed and sent into circulation again.<sup>2</sup>
- As other local authorities in several countries, the URBAN-WASTE partner Métropole Nice Côte d’Azur (France) has made an “eco-event charter”, which is integrated to the local waste prevention plan.<sup>3</sup> The charter includes actions such as waste prevention, waste sorting and recycling. It also includes actions on eco-responsible suppliers and eco-friendly purchasing. Awareness raising is also part of the charter principles. The local music event “Nice Jazz Festival” applies the principles of this charter during the festival’s organization.
- The Glastonbury music festival (UK) has implemented several actions for a sustainable waste management taking place before, during, and after the festival, as part of its green policy. The actions combine the collection of litter 24 hours a day, the provision of recycling bins, the bans of certain materials, certain requirements are made to the suppliers (e.g. biodegradable food disposable packaging), or the promotion of reusable water bottles that can be filled at the festival water fountains. Moreover, the festival runs an educational campaign for visitors: those purchasing tickets received emails and guides to raise awareness on litter and waste management during the festival.<sup>4</sup>

---

<sup>2</sup> Tivoli Corporate Social Responsibility Report (<http://www.tivoligardens.com/en/om/virksomheden/csr>)

<sup>3</sup> <http://www.nicecotedazur.org/environnement/outils-de-d%C3%A9veloppement-durable/eco-manifestation>

<sup>4</sup> Green Glastonbury (<http://www.glastonburyfestivals.co.uk/information/green-glastonbury/our-green-policies/>)

## Guidance for setting up monitoring indicators

The following two groups of data can be collected at each event:

<b>Monitoring of actions, items, stakeholders and people involved.</b>	event 1	event 2	event 3	event 4	total
Guidelines distributed [number]					0
People attending the event [number]					0
Measures implemented: [number]					0
measures enhancing separated collection of paper [number]					0
measures enhancing separated collection of glass [number]					0
measures enhancing separated collection of plastic [number]					0
measures enhancing separated collection of organic waste [number]					0
measures enhancing tap water and drinks with dispenser [number]					0
measures enhancing reusable glass bottle [number]					0
measures enhancing minimization of single dose food [number]					0
measures enhancing food donation to charities [number]					0
other: specify.....					0

<b>Waste production monitoring</b>	event 1	event 2	event 3	event 4	total
plastic waste collected (weighted) [kg]					0
paper waste collected (weighted) [kg]					0
organic waste collected (weighted) [kg]					0
glass waste collected (weighted) [kg]					0
unsorted waste collected (weighted) [kg]					0
<i>Second option in case it is not possible to weight waste produced:</i>					
bin (collecting plastic waste) filled in [number]					0
bin (collecting paper waste) filled in [number]					0
bin (collecting organic waste) filled in [number]					0
bin (collecting glass waste) filled in [number]					0
bin (collecting unsorted waste) filled in [number]					0
people attending the event [number]					0

Gender considerations:

- Who takes ultimate responsibility for event? [male-female]
- Who organises and conducts the rubbish collection? [%female]
- Approximately how many people take part in the event? [% female]

## Lessons learnt from the implementation phase and fine tuning



### Pilot implementing Eco-events guidelines within URBAN-WASTE

Eco-event guidelines have been implemented in **Copenhagen** in three different events: Cirkus Summarum includes a large playground where drinks and candy are sold. Haven is a music and food festival where drinks and food are sold on the festival ground which easier waste handling. DHL is a relay running event. DHL proposed a lunch box for each runner and organized the waste sorting and collection at the event. However, each running team could organize their own lunch, which made food waste handling more difficult.

Making events greener is time consuming (workshops and follow-up). The concepts of events are very different so there is not one solution for waste recycling that fits all.

Waste amount depends a lot on weather conditions. If summer is a warm and sunny, food and drinks are more sold compared to a cold and rainy summer.

#### Key points

- **Concentrate the sale of drinks and food in few places easier the waste handling.**
- **Organize a competition between waste management teams for boosting recycling and motivate staff.**
- **Having direct communication with the event organizers to jointly find the best solutions is a guarantee of success.**
- **Set up waste sorting “islands” to make sorting materials visible and available for charities donation**
- **Using reusable and washable cups and jugs is very efficient to reduce plastic waste in events**